

RJ Reynolds
Tobacco Company

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SENT VIA MICROSOFT MAIL

May 10, 1996

TO: Rich Kane Roger Farmer
Mark Young Peter Schmidt
Jay Loftin Larry Poole

SUBJECT: DORAL TRUCKER PROGRAM

Attached you will find a write-up of a Doral Trucker Program that is currently being developed by the Savings B.B.U. Included in their write-up is a request for each Region to identify the number of outlets frequented by truck drivers that sell 100+ cartons/week industry volume. They are looking for traditional truck stops, as well as, the more commonplace joint truck/car travel stops along interstates. They are not looking for Cigarette Outlets that may be located along interstates.

I would appreciate each of you returning your lists, and any suggestions you may have for this program to me on or before 6/6/96.

Call if you have any questions.

Don

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Attachment

Todd ✓ - 5/26

Kaitlin

Rick ✓ 5/23

Steve

Robert ✓

Oct. 9.

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Renell

Tanckyh v 5/14

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